

Wyndham Community and Education Centre Inc.
Job Description

Wyndham Learning Festival Coordinator
Job Description

General Information

Incumbent:	-
Classification:	Social, Community, Home Care and Disability Services Industry Award, 2010 Level 4.1
Reports to:	Projects Manager
Hours:	15.2 hours per week
Core hours:	9:00am - 5:06pm, (days to be negotiated)
Duration:	Ongoing (subject to funding)

Position objective

The Wyndham Learning Festival Coordinator will be Wyndham CEC's lead for the annual festival delivered in partnership with Wyndham City Council. Key responsibilities will include the co-ordination of the festival working group, coordination of the development of festival collateral, contributing to marketing and promotional activities directed towards event holders and event participants, development of the festival program, maintenance of the festival website and contributing to festival evaluation and feedback cycles.

Whilst the role is for two days per week, it is expected that the Coordinator would be available to work additional hours in the lead up to the festival which is held in the first week of September annually.

This role reports to Wyndham CEC's Projects Manager, works closely with Wyndham City Council's Learning Community team and is supported by a Project Officer.

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Duties & responsibilities

1. *Event coordination*

- 1.1 Work as part of a team to plan, coordinate and deliver festival events and signature events
- 1.2 Create and maintain a Wyndham Learning Festival (WLF) events calendar for the festival and for occasional events throughout the year
- 1.3 Actively lead the promotion of WLF events
- 1.4 Be available to take photographs of WLF events for publication in a newsletter, on social media and for publications and evaluation impact stories
- 1.5 Assist with the development and management of events during and outside of standard business hours
- 1.6 Provide potential event holders with information about running events, including through email, newsletters and information sessions as required
- 1.7 Work with Wyndham City Council's Learning Community Coordinator to coordinate the EOI process for festival events
- 1.8 Assist internal Wyndham CEC staff to plan and deliver festival events
- 1.9 Actively seek out potential WLF event holders throughout the year

2. *Marketing & promotions communications*

- 2.1 Coordinate, develop and support the design and delivery of the WLF website for a variety of audiences – event holders, event participants and potential and existing festival sponsors
- 2.2 Review and maintain accurate information on the WLF website, social media sites (Instagram, Twitter and Facebook) and MailChimp e-newsletters (EDMs)
- 2.3 Coordinate, develop and support the design and delivery of WLF collateral (including MailChimp EDMs, newsletters, brochures, flyers, images/photos and other marketing communications)
- 2.4 Working as part of a team, undertake research and interviews to develop content for communication materials in order to promote the festival and more generally to promote lifelong learning
- 2.5 Create and maintain a register of impact stories from various stakeholders in collaboration with Wyndham City Council's Community Learning team
- 2.6 Create and maintain an up-to-date library of WLF marketing collateral and images
- 2.7 Proofread and edit communication materials as needed
- 2.8 Actively seek new ways to communicate with key audiences and provide content for these markets
- 2.9 Ensure event protocols are followed and are in line with current best practice, legislation and Wyndham CEC policy and procedures

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2.10 Be part of the evaluation process of the WLF and respond to any recommendations that may be drawn (may include feedback surveys, interviews, evaluations, and general feedback)

3 Coordination of Social Media

3.1 Content management of all WLF social media channels including Facebook, Twitter, and Instagram, liaising with council's marketing and communications team where appropriate

3.2 Develop campaigns, stories and competitions as appropriate to achieve festival goals of participation, support and building a lifelong learning community

4 Sponsorship & funding

4.1 Review and update an annual Sponsorship prospectus

4.2 Work as a team to identify and lock-in sponsors and/or funding for the festival

4.3 Communicate with sponsors throughout the year as appropriate to ensure positive outcomes and assist with recurrent sponsorship

4.4 Assist with funding submissions and reporting as required

5 Coordination of festival working group

5.1 Schedule and chair festival working group meetings as required

5.2 In liaison with Wyndham City Council's Learning Community team ensure the festival working group maintains appropriate representation from learning festival stakeholders

5.3 Meet all Wyndham CEC administrative, compliance and reporting requirements related to the festival

6 Other duties & responsibilities

6.1 Take on other duties consistent with the position as directed by the Program Manager

6.2 Attend Project Service unit team meetings and Wyndham CEC staff meetings as required

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Key Selection Criteria

The person for this position will have:

- A demonstrated ability to produce high-quality written and multimedia content for distribution within tight time frames (experience with MailChimp, Instagram, Facebook preferable)
- Demonstrated experience in website maintenance (experience with WordPress preferable)
- Demonstrated experience in creatively engaging with target audiences to increase brand awareness and engagement
- Experience and success in engaging with sponsors and funding opportunities for events/projects
- Demonstrated ability to plan, monitor and evaluate events
- Highly organised, show attention to detail and adaptable to change

Qualifications & Licenses

Mandatory

- Current Working with Children Check and National Police Check

Desirable

- Relevant qualifications in communications, marketing or other relevant area.
- Current Victorian Driver's Licence

Important notes

Maintain confidentiality of clients, staff & office operations and support staff & students with any identified needs.

Promote the objectives of the Wyndham Community and Education Centre Inc. as stated in its Rules of Association and Vision & Mission statements.

All staff should have a basic understanding of Occupational Health and Safety requirements and must ensure that their work practices reflect this.

Victoria introduced compulsory minimum standards that apply to Wyndham CEC from 1/1/2016 to help protect children from all forms of abuse. The child safe standards form part of the Victorian Government's response to the Betrayal of Trust Inquiry. Wyndham CEC has a commitment to child safety and zero tolerance of child abuse.